

**SiGNAL**



# LIFT YOUR HEAD UP

## HORIZON SCANNING CHECKLIST

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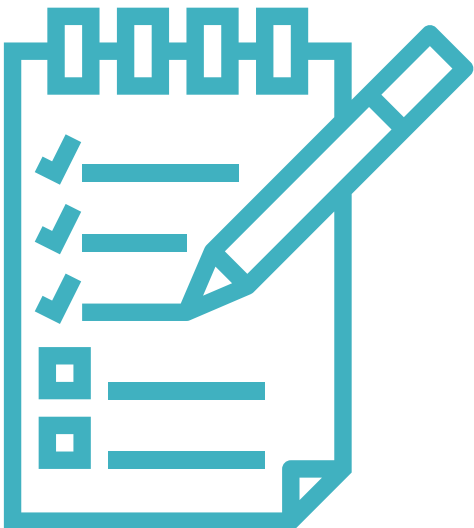
# Introduction

**Just as it is important to look ahead and check mirrors when you are driving a car, it is vitally important to keep multiple perspectives when running your business.**

It's so easy to get fixated on the short-term and close-up agenda when things are busy. But a long-term view and peripheral vision will really help you anticipate changes and be ready to flex – while staying on course. And when it comes to being a resilient business, this is key.

So here's our quick checklist that will help you 'look up' and see what's on the horizon.

**Before we begin - say your long term vision out loud with conviction!**



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# Horizon scanning checklist:

- Can you identify your top 3 business priorities that will move you towards that vision?
- Can you articulate your top 3 business concerns that might get in the way of your vision?
- Who are your 3 nearest competitors for your customers?
- Can you identify their priorities? TIP: Find them on social media to work this out
- Can you identify their concerns?
- Who are your three best customers right now?
- Can you identify their priorities?
- Can you identify their concerns?
- What changes can you see coming this year in your industry?
- What changes can you see coming globally?

When you have completed, write any insights down and then return to the two first questions. [Have your answers changed?](#)

## Other good horizon scanning activities:

- Do a SWOT analysis \*
- Do a PESTLE analysis \*
- Read your industry press
- Follow Influencers in your space
- Network and spend time with other business owners

\*Available on our website or by request to [marketing@signalbordon.org](mailto:marketing@signalbordon.org)

**SiGNAL BiZHUB provides award-winning business support and training for self-employed people and small business owners.**

**BiZHUB members are part of a supportive and collaborative community of people who want to learn, grow and be inspired by each other's success.**

**Our business training and support gives you the tools you need to build a sustainable business. And our nurturing and friendly culture provides members with a supportive environment to develop their business and grow their business and income.**

**Don't do it alone. Join a vibrant local business community to learn and grow together.**

**Find out more about the SiGNAL BiZHUB by visiting our website.**

**[www.signalbizhub.org](http://www.signalbizhub.org)**

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